



# *Times Higher Education*

## Logo and brand identity guidelines

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Version 2.0

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# 1.0

## Introduction

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### ***Times Higher Education***

Protecting the integrity of the *Times Higher Education (THE)* brand is essential in order to develop and maintain a strong brand identity. Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behaviour.

These guidelines show the correct usage of the *THE* brand. Please review them thoroughly and follow the guidelines as closely as possible when creating anything for the *THE* brand. While a *THE* sub-brand may have its own personality and flavour, it must also follow all the *THE* brand guidelines in this document unless an exception is made.

Note: This is an evolving document, please be sure you have the latest, most up-to-date version of these guidelines from your *THE* contact. These guidelines are strictly confidential and the property of TES Global. They should not be distributed without prior consent.

## 2.0 About *Times Higher Education*

*Times Higher Education*  
*Times Higher Education World University Rankings*  
*Times Higher Education World Summit Series*

### ***Times Higher Education***

*Times Higher Education (THE)* has been designed specifically for professionals working in higher education and research. Founded in 1971, it covers policy issues and intellectual developments worldwide through a specialist staff of award-winning reporters, as well as expert contributors from the academic community.

### ***Times Higher Education World University Rankings***

The *Times Higher Education World University Rankings*, founded in 2004 and trusted by students, faculty, university leaders and governments alike, are the world's most comprehensive and balanced university performance benchmarks, covering all core aspects of a university's performance: teaching, research, knowledge transfer and international outlook.

### **Portfolio:**

*THE World University Rankings*  
*THE World University Rankings: Africa*  
*THE World University Rankings: Asia*  
*THE World University Rankings: BRICS & Emerging Economies*  
*THE World University Rankings: Innovation*  
*THE World University Rankings: Latin America*  
*THE World University Rankings: MENA*  
*THE World University Rankings: One Hundred Under Fifty*  
*THE World University Rankings: Reputation*

### ***Times Higher Education World Summit Series***

The *THE World Academic Summit* and its regular series of spin-off regional summits gather together pre-eminent global thought leaders across higher education, research, industry and government, to share best practice and innovation in the development and leadership of world-class universities.

### **Portfolio:**

*Times Higher Education Young Universities Summit*  
*Times Higher Education Asia Universities Summit*  
*Times Higher Education Africa Universities Summit*  
*Times Higher Education BRICS & Emerging Economies Universities Summit*  
*Times Higher Education Innovation Universities Summit*  
*Times Higher Education Latin America Universities Summit*  
*Times Higher Education MENA Universities Summit*  
*Times Higher Education World Reputation Summit*  
*Times Higher Education World Academic Summit*

## 2.1 About *Times Higher Education*

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*Times Higher Education Awards*  
*Times Higher Education Leadership & Management*  
*Times Higher Education Best University Workplace*  
*Times Higher Education Student Experience Survey*

### ***Times Higher Education Awards***

The *THE Awards* has over the past decade become a landmark event in the UK higher education calendar. Rewarding excellence in 18 categories covering all the main areas of university activity, the awards attract entries from across the country.

### ***Times Higher Education Leadership & Management Awards***

The *THE Leadership & Management Awards* have since 2009 recognised and rewarded excellence in 16 categories covering the administration of UK universities. Like the *THE Awards* they have become a landmark event in the higher education calendar.

### ***Times Higher Education Best University Workplace Survey***

The *THE Best University Workplace Survey* launched in 2013 to gather data and provide benchmarking tools on staff satisfaction and engagement in UK universities. The annual survey highlights best practice across a range of employment issues.

### ***Times Higher Education Student Experience Survey***

For a decade the *THE Student Experience Survey* has provided data direct from students on what their university is doing well, and where it needs to improve. The annual survey contains the views of almost 15,000 students at more than 100 UK universities.

## 3.0 Times Higher Education naming conventions

Times Higher Education  
Times Higher Education World University Rankings

### Times Higher Education

When referring to the *Times Higher Education* brand in copy, it should always be written as follows:

*Times Higher Education*

**Short:** *THE*

As is standard practice with titles of publications, *Times Higher Education* and *THE* is always written in italics.

### Times Higher Education World University Rankings

When referring to the *Times Higher Education* World University Rankings brand in copy, it should always be written as follows:

*Times Higher Education* World University Rankings:  
Africa

**Short:** *THE* World University Rankings: Africa

*Times Higher Education* World University Rankings:  
Asia

**Short:** *THE* World University Rankings: Asia

*Times Higher Education* World University Rankings:  
BRICS & Emerging Economies

**Short:** *THE* World University Rankings: BRICS &  
Emerging Economies

*Times Higher Education* World University Rankings:  
Innovation

**Short:** *THE* World University Rankings: Innovation

*Times Higher Education* World University Rankings:  
Latin America

**Short:** *THE* World University Rankings: Latin America

*Times Higher Education* World University Rankings:  
MENA

**Short:** *THE* World University Rankings: MENA

*Times Higher Education* World University Rankings:  
One Hundred Under Fifty

**Short:** *THE* World University Rankings: One Hundred Under  
Fifty

*Times Higher Education* World University Rankings:  
Reputation

**Short:** *THE* World University Rankings: Reputation

*Times Higher Education* World University Rankings

**Short:** *THE* World University Rankings

## 3.1 Times Higher Education naming conventions

### Times Higher Education World Summit Series

#### **Times Higher Education World Summit Series**

When referring to the *Times Higher Education* World Summit Series brand in copy, it should always be written as follows:

*Times Higher Education* Young Universities Summit  
**Short:** *THE* Young Universities Summit

*Times Higher Education* Latin America Universities Summit  
**Short:** *THE* Latin America Universities Summit

*Times Higher Education* Africa Universities Summit  
**Short:** *THE* Africa Universities Summit

*Times Higher Education* MENA Universities Summit  
**Short:** *THE* MENA Universities Summit

*Times Higher Education* Asia Universities Summit  
**Short:** *THE* Asia Universities Summit

*Times Higher Education* World Reputation Summit  
**Short:** *THE* World Reputation Summit

*Times Higher Education* BRICS & Emerging Economies  
Universities Summit  
**Short:** *THE* BRICS & Emerging Economies Universities Summit

*Times Higher Education* World Academic Summit  
**Short:** *THE* World Academic Summit

*Times Higher Education* Innovation Universities Summit  
**Short:** *THE* Innovation Universities Summit

*Times Higher Education* World Summit Series  
**Short:** *THE* World Summit Series

## 3.2 Times Higher Education naming conventions

*Times Higher Education Awards*  
*Times Higher Education Leadership & Management*  
*Times Higher Education Best University Workplace*  
*Times Higher Education Student Experience Survey*

### **Times Higher Education Awards**

When referring to the *Times Higher Education Awards* brand in copy it should always be written as follows:

*Times Higher Education Awards*

**Short:** *THE Awards*

### **Times Higher Education Leadership & Management Awards**

When referring to the *Times Higher Education Leadership & Management Awards* brand in copy it should always be written as follows:

*Times Higher Education Leadership & Management Awards*

**Short:** *THELMAs*

### **Times Higher Education Best University Workplace**

When referring to the *Times Higher Education Best University Workplace* brand in copy it should always be written as follows:

*Times Higher Education Best University Workplace*

**Short:** *THE Best University Workplace*

### **Times Higher Education Student Experience Survey**

When referring to the *Times Higher Education Student Experience Survey* brand in copy it should always be written as follows:

*Times Higher Education Student Experience Survey*

**Short:** *THE Student Experience Survey*



## 4.0 Master logos

*Times Higher Education*  
*Times Higher Education World University Rankings*  
*Times Higher Education World Summit Series*

*Times Higher Education*  
Master logo primary



*Times Higher Education World University Rankings*  
Master logo primary  
See section 4.1 for full portfolio



*Times Higher Education World University Rankings*  
Master logo  
See section 4.5 for full portfolio



## 4.1 Master logos

Times Higher Education Awards  
Times Higher Education Leadership & Management Awards

Times Higher Education  
Awards  
Master logo primary



Times Higher Education  
Leadership & Management Awards  
Master logo primary



Master logo secondary



Master logo secondary



## 4.2 Master logos

Times Higher Education Best University Workplace  
Times Higher Education Student Experience Survey

Times Higher Education  
Best University Workplace  
Master logo primary



Times Higher Education  
Student Experience Survey  
Master logo primary



Master logo secondary



Master logo secondary



## 5.0 Sub logos - World University Rankings

- THE World University Rankings: Africa
- THE World University Rankings: Asia
- THE World University Rankings: BRICS & Emerging Economies

**Times Higher Education World University Rankings:  
Africa**  
Sub logo primary



Sub logo secondary



**Times Higher Education World University Rankings:  
Asia**  
Sub logo primary



Sub logo secondary



**Times Higher Education World University Rankings:  
BRICS & Emerging Economies**  
Sub logo primary



Sub logo secondary



## 5.0 Sub logos - World University Rankings

*THE* World University Rankings: Innovation  
*THE* World University Rankings: Latin America  
*THE* World University Rankings: MENA

*Times Higher Education* World University Rankings:  
**Innovation**  
Sub logo primary



Sub logo secondary



*Times Higher Education* World University Rankings:  
**Latin America**  
Sub logo primary



Sub logo secondary



*Times Higher Education* World University Rankings:  
**MENA**  
Sub logo primary



Sub logo secondary



## 5.0 Sub logos - World University Rankings

*THE* World University Rankings: One Hundred Under Fifty  
*THE* World University Rankings: Reputation

*Times Higher Education* World University Rankings:  
**One Hundred Under Fifty**  
Sub logo primary



Sub logo secondary



*Times Higher Education* World University Rankings:  
**Reputation**  
Sub logo primary



Sub logo secondary



## 5.1 Sub logos - Summits

- Times Higher Education Young Universities Summit
- Times Higher Education Africa Universities Summit
- Times Higher Education Asia Universities Summit
- Times Higher Education BRICS & Emerging Economies Universities Summit
- Times Higher Education Innovation Universities Summit
- Times Higher Education Latin America Universities Summit

Times Higher Education Young  
Universities Summit  
Master logo primary



Times Higher Education BRICS & Emerging Economies  
Universities Summit  
Master logo primary



Times Higher Education Africa  
Universities Summit  
Master logo primary



Times Higher Education Innovation  
Universities Summit  
Master logo primary



Times Higher Education Asia  
Universities Summit  
Master logo primary



Times Higher Education Latin America  
Universities Summit  
Master logo primary



## 5.1 Sub logos - Summits

Times Higher Education MENA Universities Summit  
Times Higher Education World Reputation Summit  
Times Higher Education World Academic Summit

Times Higher Education MENA  
Universities Summit  
Master logo primary



Times Higher Education World  
Reputation Summit  
Master logo primary



Times Higher Education World  
Academic Summit  
Master logo primary





## 6.0 Logo usage

Times Higher Education

### How to use the logo



Primary logo must always be used on a plain black or white background with no interference from other elements.

### Minimum sizes

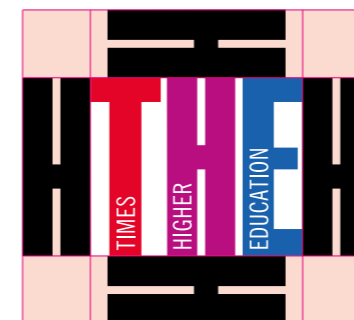
**Print** 15mm height **Digital** 100pxls height



**Print.** Primary logo must not be used smaller than 15mm in height.

**Digital.** Primary logo must not be used smaller than 100pxls in height using the words 'Times Higher Education' in the logo. If logo has to be used less than 100 pixels in height, remove the words 'Times Higher Education' from the logo.

### Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo. This area is the minimum clearance space required around all sides of the logo.

### Prohibited usage

- Do not swap the colours
- Do not use in one colour
- Do not reverse the colours out in black or white
- Do not place over an image or texture
- Do not adjust or change the typeface
- Do not apply visual effects
- Do not skew or change the axis
- Do not fill inside area with a pattern or image
- Do not use as a key line stroke
- Do not try to recreate or modify in anyway

## 6.1 Logo usage

### Times Higher Education World University Rankings

#### How to use the logo



Primary logo must always be used on a plain black or white background with no interference from other elements.

#### Minimum sizes

**Print** 15mm height **Digital** 100pxls height



**Print.** Primary logo must not be used smaller than 15mm in height.

**Digital.** Primary logo must not be used smaller than 100pxls in height using the words 'Times Higher Education' in the logo. If logo has to be used less than 100 pixels in height, remove the words 'Times Higher Education' from the logo.

#### Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo. This area is the minimum clearance space required around all sides of the logo.

#### Prohibited usage

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- Do not use in one colour
- Do not reverse the colours out in black or white
- Do not place over an image or texture
- Do not adjust or change the typeface
- Do not apply visual effects
- Do not skew or change the axis
- Do not fill inside area with a pattern or image
- Do not use as a key line stroke
- Do not try to recreate or modify in anyway

## 6.2 Logo usage

### Times Higher Education World University Rankings - Sub logo

#### How to use the logo



Primary logo must always be used on a plain black or white background with no interference from other elements.

Note: All rules outlined apply to each *THE* World University Rankings sub-logo.

#### Minimum sizes

**Print** 20mm height **Digital** 150pxls height



Primary logo must never be used smaller than 20mm in height for print and 150 pixels in height for digital usage.

#### Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo. This area is the minimum clearance space required around all sides of the logo.

#### Prohibited usage

- Do not swap the colours
- Do not use in one colour
- Do not reverse the colours out in black or white
- Do not place over an image or texture
- Do not adjust or change the typeface
- Do not apply visual effects
- Do not skew or change the axis
- Do not fill inside area with a pattern or image
- Do not use as a key line stroke
- Do not try to recreate or modify in anyway

## 6.3 Logo usage

### Times Higher Education World Summit Series

#### How to use the logo



Primary logo must always be used on a plain black or white background with no interference from other elements.

Note: All rules outlined apply to each *THE* Summit.

#### Minimum sizes

**Print** 15mm height **Digital** 100pxls height



**Print.** Primary logo must not be used smaller than 15mm in height.

**Digital.** Primary logo must not be used smaller than 100pxls in height using the words '*Times Higher Education*' in the logo. If logo has to be used less than 100 pixels in height, remove the words '*Times Higher Education*' from the logo.

#### Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo. This area is the minimum clearance space required around all sides of the logo.

#### Prohibited usage

- Do not swap the colours
- Do not use in one colour
- Do not reverse the colours out in black or white
- Do not place over an image or texture
- Do not adjust or change the typeface
- Do not apply visual effects
- Do not skew or change the axis
- Do not fill inside area with a pattern or image
- Do not use as a key line stroke
- Do not try to recreate or modify in anyway

## 6.4 Logo usage

### Times Higher Education Awards

#### How to use the logo



Primary logo must always be used on a plain black or white background with no interference from other elements.

#### Minimum sizes

**Print** 15mm height **Digital** 100pxls height



**Print.** Primary logo must not be used smaller than 15mm in height.

**Digital.** Primary logo must not be used smaller than 100pxls in height using the words 'Times Higher Education' in the logo. If logo has to be used less than 100 pixels in height, remove the words 'Times Higher Education' from the logo.

#### Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo. This area is the minimum clearance space required around all sides of the logo.

#### Prohibited usage

- Do not swap the colours
- Do not use in one colour
- Do not reverse the colours out in black or white
- Do not place over an image or texture
- Do not adjust or change the typeface
- Do not apply visual effects
- Do not skew or change the axis
- Do not fill inside area with a pattern or image
- Do not use as a key line stroke
- Do not try to recreate or modify in anyway

## 6.5 Logo usage

### Times Higher Education Leadership & Management Awards

#### How to use the logo



Primary logo must always be used on a plain black or white background with no interference from other elements.

#### Minimum sizes

**Print** 15mm height **Digital** 100pxls height



**Print.** Primary logo must not be used smaller than 15mm in height.

**Digital.** Primary logo must not be used smaller than 100pxls in height using the words 'Times Higher Education' in the logo. If logo has to be used less than 100 pixels in height, remove the words 'Times Higher Education' from the logo.

#### Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo. This area is the minimum clearance space required around all sides of the logo.

#### Prohibited usage

- Do not swap the colours
- Do not use in one colour
- Do not reverse the colours out in black or white
- Do not place over an image or texture
- Do not adjust or change the typeface
- Do not apply visual effects
- Do not skew or change the axis
- Do not fill inside area with a pattern or image
- Do not use as a key line stroke
- Do not try to recreate or modify in anyway

## 6.6 Logo usage

### Times Higher Education Student Experience Survey

#### How to use the logo



Primary logo must always be used on a plain black or white background with no interference from other elements.

#### Minimum sizes

**Print** 15mm height **Digital** 100pxls height



**Print.** Primary logo must not be used smaller than 15mm in height.

**Digital.** Primary logo must not be used smaller than 100pxls in height using the words 'Times Higher Education' in the logo. If logo has to be used less than 100 pixels in height, remove the words 'Times Higher Education' from the logo.

#### Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo. This area is the minimum clearance space required around all sides of the logo.

#### Prohibited usage

- Do not swap the colours
- Do not use in one colour
- Do not reverse the colours out in black or white
- Do not place over an image or texture
- Do not adjust or change the typeface
- Do not apply visual effects
- Do not skew or change the axis
- Do not fill inside area with a pattern or image
- Do not use as a key line stroke
- Do not try to recreate or modify in anyway

## 6.7 Logo usage

### Times Higher Education Best University Workplace

#### How to use the logo



Primary logo must always be used on a plain black or white background with no interference from other elements.

#### Minimum sizes

**Print** 15mm height **Digital** 100pxls height



**Print.** Primary logo must not be used smaller than 15mm in height.

**Digital.** Primary logo must not be used smaller than 100pxls in height using the words 'Times Higher Education' in the logo. If logo has to be used less than 100 pixels in height, remove the words 'Times Higher Education' from the logo.

#### Exclusion zone



Exclusion zones should always be calculated using the width 'H' of the logo. This area is the minimum clearance space required around all sides of the logo.

#### Prohibited usage

- Do not swap the colours
- Do not use in one colour
- Do not reverse the colours out in black or white
- Do not place over an image or texture
- Do not adjust or change the typeface
- Do not apply visual effects
- Do not skew or change the axis
- Do not fill inside area with a pattern or image
- Do not use as a key line stroke
- Do not try to recreate or modify in anyway



# 7.0 Colour specification

Times Higher Education  
Times Higher Education World University Rankings

## Key colours

These are the key colours for the *THE* and *THE* World University Rankings brands to be used across all media in print and online.

Be sure to use the exact specified colour make-ups.

C: 0 M: 100 Y: 85 K: 0	C: 30 M: 100 Y: 0 K: 0	C: 90 M: 60 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 100	CMYK Values for print
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e40327	b70d7f	1b60ab	1d1d1b	HEX Values for print
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R: G: B:	R: 183 G: 13 B: 127	R: 27 G: 96 B: 171	R: 29 G: 29 B: 27	RGB Values for digital
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## Pantone

185	2405	285	Black C	Solid coated
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## 7.1 Colour specification

Times Higher Education Awards  
Times Higher Education Leadership & Management Awards  
Times Higher Education Best University Workplace  
Times Higher Education Student Experience Survey

### Key colours

These are the key colours for the *THE* Awards and *THE* Leadership & Management Awards, *THE* Best University Workplace and *THE* Student Experience Survey brands to be used across all media in print and online.

Be sure to use the exact specified colour make-ups.



C: 0 M: 20 Y: 100 K: 10	C: 0 M: 100 Y: 100 K: 20	C: 60 M: 5 Y: 100 K: 0	CMYK Values for print
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ebb00	c00d0e	77b22a	HEX Values for print
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R: 235 G: 189 B: 0	R: 192 G: 13 B: 14	R: 119 G: 178 B: 42	RGB Values for digital
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### Pantone

7408	7737	7620	Solid coated
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## 7.2 Colour specification

Times Higher Education Summit Series  
Times Higher Education Young Universities Summit  
Times Higher Education Africa Universities Summit  
Times Higher Education Asia Universities Summit  
Times Higher Education BRICS & Emerging Economies Universities Summit  
Times Higher Education Innovation Universities Summit

### Key colours

These are the key colours for the *THE* Summit brands to be used across all media in print and online.

Be sure to use the exact specified colour make-ups.

	<i>THE</i> Summit Series		<i>THE</i> Asia Universities Summit
	<i>THE</i> Young Universities Summit		<i>THE</i> BRICS & Emerging Economies Universities Summit
	<i>THE</i> Africa Universities Summit		<i>THE</i> Innovation Universities Summit

C: 80 M: 0 Y: 40 K: 10	C: 100 M: 0 Y: 65 K: 10	C: 0 M: 35 Y: 100 K: 10	C: 0 M: 80 Y: 75 K: 0	C: 55 M: 0 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 40	CMYK Values for print
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00a09c	008d70	d39700	ea4f3d	87bd25	b2b2b2	HEX Values for print
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R: 0 G: 160 B: 156	R: 0 G: 141 B: 112	R: 211 G: 151 B: 0	R: 234 G: 79 B: 61	R: 135 G: 189 B: 37	R: 178 G: 178 B: 178	RGB Values for digital
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### Pantone

3272	3288	7563	7579	368	Cool Grey 5	Solid coated
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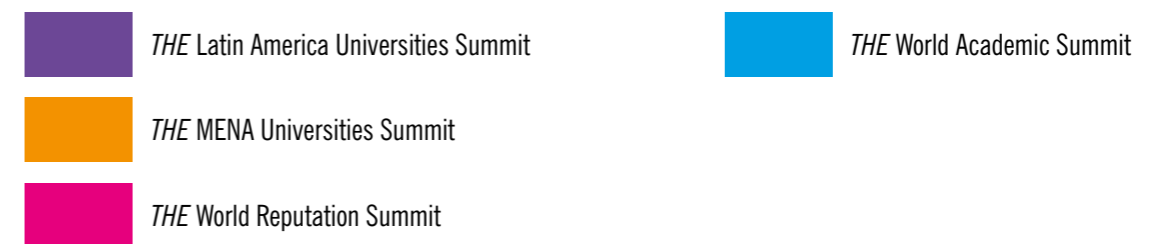
## 7.2 Colour specification

Times Higher Education Latin America Universities Summit  
Times Higher Education MENA Universities Summit  
Times Higher Education World Reputation Summit  
Times Higher Education World Academic Summit

### Key colours

These are the key colours for the *THE* Summit brands to be used across all media in print and online.

Be sure to use the exact specified colour make-ups.



C: 70 M: 80 Y: 0 K: 0	C: 0 M: 50 Y: 100 K: 0	C: 0 M: 100 Y: 0 K: 0	C: 100 M: 0 Y: 0 K: 0	CMYK Values for print
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6c4796	f39200	e6007e	009fe3	HEX Values for print
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R: 108 G: 71 B: 150	R: 243 G: 146 B: 0	R: 230 G: 0 B: 126	R: 0 G: 159 B: 227	RGB Values for digital
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### Pantone

2587	137	219	2995	Solid coated
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## 8.0 Imagery

### Times Higher Education

The use of appropriate and relevant imagery is key to the *THE* brand. Imagery should attempt to concisely express an idea. Photographs should be compelling, thought provoking and directly reflect the subject matter they are placed with. Please follow these examples to assess if an image is appropriate.



Note: Something here about photography usage and all credits to photographers should be clearly stated. A disclaimer about image usage alongside the THE brand and how we are not held responsible for external parties using images without consent of photographers.

## 8.1 Imagery – advertising

### Times Higher Education

The use of appropriate advertising is key to the *THE* brand. Advertising design and layout should always keep a consistency on brand. Layouts should be compelling, thought provoking and directly reflect the subject matter they are placed with. Please follow these examples to assess if a layout is appropriate.



Note: Something here about photography usage and all credits to photographers should be clearly stated. A disclaimer about image usage alongside the THE brand and how we are not held responsible for external parties using images without consent of photographers.

## 9.0 Typography – logos

Schnellfetter  
News Gothic Condensed

### Schnellfetter

The *THE* logo was derived from Schnellfetter and should not be used at anytime for headings or copy.

**0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### News Gothic Condensed

Used within the *THE* logo and is also used to create;

*THE* World University Rankings  
*THE* World Summit Series  
*THE* Awards and Leadership & Management Awards  
*THE* Best University Workspace  
*THE* Student Experience Survey  
*THE* Academyx

### News Gothic Condensed

0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### News Gothic Bold Condensed

**0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## 9.1 Typography – editorial

Sabon  
Franklin Gothic  
ITC Franklin Gothic LT

### Sabon

Used for body copy in *THE* magazine.

Sabon CE Roman  
0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Sabon CE Italic*  
0123456789  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Sabon CE Bold  
0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Sabon CE Bold Italic*  
0123456789  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### Franklin Gothic and ITC Franklin Gothic LT

Used for headings, standfirsts, quotes and box copy in *THE* magazine.

**Franklin Gothic**  
**0123456789**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**ITC Franklin Gothic LT Demi Condensed**  
**0123456789**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Franklin Gothic Extra Condensed  
0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC Franklin Gothic LT Medium Condensed  
0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC Franklin Gothic LT Book Condensed  
0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



## 9.2 Typography – digital

### Open Sans Condensed

#### Open Sans Condensed

Used on all *THE* digital platforms.

#### Open Sans Condensed Light

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### *Open Sans Condensed Light Italic*

*0123456789*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

#### **Open Sans Condensed Bold**

**0123456789**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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Editorial  
Marketing

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